

By: Rodriguez of Travis

H.R. No. 340

R E S O L U T I O N

1           WHEREAS, Univision has built an impressive record of success  
2 as a multimedia company primarily serving Hispanic Americans, and  
3 it has also distinguished itself through its exceptional community  
4 service endeavors; and

5           WHEREAS, The network traces its roots to San Antonio, where,  
6 in 1955, Raul Cortez founded a television station that led  
7 eventually to the creation of the Spanish International Network,  
8 the first non-English-language TV network in the United States; in  
9 1986, the network's name was changed to Univision, and in 1988, it  
10 began to produce programming for a national audience; today,  
11 Univision encompasses 17 broadcast, cable, and digital networks,  
12 126 local TV and radio stations in major markets, and such online  
13 venues as Univision.com, Uforia, The Root, Gizmodo, Jezebel,  
14 Deadspin, and Lifehacker; and

15           WHEREAS, Univision has committed itself to making a positive  
16 difference in the communities it serves, and since 2013, the  
17 company's Univision Contigo platform has worked to empower Hispanic  
18 Americans in such areas as health, education, and civic  
19 involvement; the initiative has been recognized by the Save the  
20 Children Foundation and has earned a Cynopsis Social Good Award,  
21 two Beacon Awards from the Association of Cable Communicators, the  
22 Cesar E. Chavez Award from the United States Hispanic Leadership  
23 Institute, and the Corporation of the Year Award from LULAC, among  
24 many others; and

1           WHEREAS, In Texas, Univision's "Estudia, hay Dinero"  
2 campaign assisted 8,000 students in filling out federal student aid  
3 applications, and the company helped 3,000 viewers to receive free  
4 screenings at local health fairs; in addition, Univision  
5 participated in 11 back-to-school events that reached 52,000  
6 people, and its nonpartisan community call centers received  
7 inquiries from 30,000 Texans seeking information on how to  
8 participate in the electoral process; and

9           WHEREAS, Univision provides diverse cultural representation  
10 and a powerful voice for the fastest-growing demographic in the  
11 nation, and its outreach efforts are encouraging countless people  
12 to become more deeply engaged in their communities; now, therefore,  
13 be it

14           RESOLVED, That the House of Representatives of the 85th Texas  
15 Legislature hereby commend Univision on its success and its  
16 exemplary record of public service and extend to the network's  
17 management and staff sincere best wishes for the future; and, be it  
18 further

19           RESOLVED, That an official copy of this resolution be  
20 prepared for Univision as an expression of high regard by the Texas  
21 House of Representatives.